

Results of the  
Simpson Road Redevelopment Plan Update  
Opinion Survey

**1. Do you find the Simpson Rd project area attractive?  
If so, where?**

Yes = 4

No = 20



*Individual areas identified as attractive by respondents*

**2. Do you find the Simpson Rd project area unattractive?  
If so, where?**

Yes = 20

No = 4



2

1

1

1

1

Individual areas identified as unattractive by respondents

**3. Do you think that Simpson Rd is a single place? Or is Simpson Rd made up of distinct areas? If so, where?**

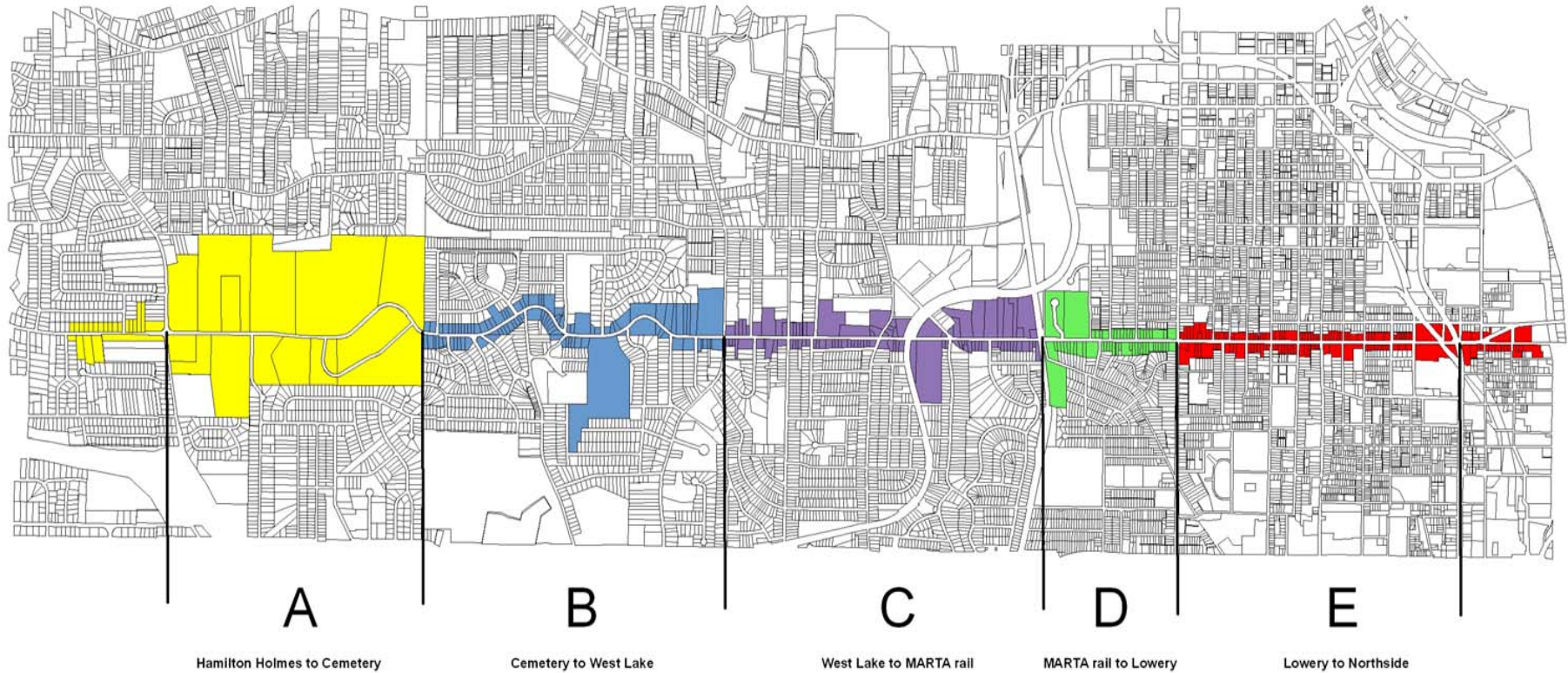
### **Single Place**

**(Circle if a single place)**

**You may use combinations if you think the areas are the same. Example: D and E can be the same or A and C can be similar**



Single Place = 11  
Districts = 12



10

7

8

7

7

Individual areas identified as separate districts by respondents

**4. What areas do you feel need the most physical improvements (streets, vacant buildings, no sidewalks)?**





A

B

C

D

E

Hamilton Holmes to Cemetery

Cemetery to West Lake

West Lake to MARTA rail

MARTA rail to Lowery

Lowery to Northside

17

18

18

18

17

*Individual areas identified as needing improvements by respondents*

5. Where are you currently doing most of your grocery shopping?

- a. Convenient store within a 5 to 20 minute walking distance
- b. Grocery store within a 10 to 30 minute drive
- c. Grocery store on the bus line
- d. Grocery store at the nearest commercial center
- e. Other (write down name and location)

A = 1

B = 10

C = 4

D = 2

E = 7

Combination of travel choices

A/C/E = 1

B/C = 2

B/D = 1

D/E = 1

**e. Other (write down name and location)**

*Kroger – We need more major grocery chains (Winn Dixie and Cub are now gone)*

*Kroger on Cascade, Publix on Martin Luther King Drive*

*MLK/Ashby Publix – Historic Westside Village*

*Close to work; Cascade*

*Don't shop on Simpson*

*20 to 30 minutes*

*Not a resident of the area*

6. What do you think separates the Simpson Rd commercial area from other in the city (e.g. Moreland Ave., Hapeville, Old National Hwy., East Atlanta)?
- a. More shopping choices and variety at stores
  - b. Stores are closer to where people live
  - c. Prices are better
  - d. Feel safer
  - e. Stores are on bus line
  - f. Friendlier help
  - g. Cleaner stores
  - h. Other (please state briefly)

**RESULTS:**

A	B	C	D	E	F	G	H
8	5	4	8	4	4	5	5

## Comments for Questions 6 (h):

- Closer to downtown
- Very few stores
- Are you serious? There is no development on Simpson Road compared to other areas. So all of the above would be more favorable than Simpson.
- It is worst.
- Very few choices.
- There are no grocery stores. I do not shop along this corridor.
- It no shopping for us.
- The lack of residential component – Poor demographics. Poor infrastructure to support delivery trucks.
- Don't shop on Simpson Rd.
- No grocery stores. Need development on streets, safety, everything.
- No grocery stores, no pharmacy.
- Other places are better.

7. How do you think people would rate shopping in the Simpson Rd study area?
- a. Excellent
  - b. Good
  - c. Average
  - d. Poor
  - e. Don't know

**RESULTS:**

A	B	C	D	E
		1	16	2

8. How do you think people rate locating their business in the Simpson Rd project area?
- a. Excellent
  - b. Good
  - c. Average
  - d. Poor
  - e. Don't know

**RESULTS:**

A	B	C	D	E
1	1	3	17	2



9. What is the #1 traffic safety problem along Simpson Rd?
- a. Too many cars going too fast
  - b. Can't cross the street in safety (Not enough pedestrian crossings)
  - c. Too much water in streets after a heavy rainfall
  - d. Too many potholes
  - e. Not enough street lights
  - f. Cars illegally parking along Simpson Rd
  - g. Truck traffic too heavy
  - h. Not enough turn lanes
  - i. Other (please write down)

**RESULTS:**

A	B	C	D	E	F	G	H	I
11	15	14	14	14	8	11	11	5

**Comments (I)**

Beggars, Bums walking on street. Too many vagrants.

Lack of pedestrian access, need better sidewalks and bicycle lanes. Traffic calming is needed as development occurs in the area.

Crime – stay away

Crime – All the above

Streets too narrow at certain areas. No side walks from H.E. Holmes to New Jersey. MARTA stop – before H.E. Holmes

10. What improvements can MARTA make for bus service?

- a. Better or new bus routes
- b. More frequent buses
- c. Longer service hours
- d. Weekend service
- e. Better access to MARTA rail stations
- f. More or better bus shelters and benches
- g. Others (write them down)

RESULTS:

A	B	C	D	E	F	G
13	5	7	8	11	11	2

Comments (g):

- Make bus service available from Hamilton to downtown Atlanta.
- They need to match the size of the buses to the infrastructure. Many times they're too large and shake the homes.
- People work late and in addition there is a need for an affordable 24 hr day care center for residents that work late. More need for mass transit options in the area.
- Do MARTA have bus service?
- No transportation
- Need bus service
- Route from H.E. Holmes to Dixie Hills, Bus service for home makers, elderly – shopping during ....
- Don't know

11. Which intersections on Simpson Rd are often congested during the morning and afternoon?

- a. Northside Drive (US19/29)
- b. James P. Brawley Dr.
- c. Joseph E. Lowery Blvd.
- d. Mayson Turner Rd./Troy St.
- e. Chappell Rd.
- f. West Lake Ave.
- g. Anderson Ave.
- h. Hamilton E. Holmes Dr. (SR 280)

**RESULTS:**

A	B	C	D	E	F	G	H
9	2	8	2	2	9	1	12

12. When you walk or bike in the community the intersection along Simpson Rd with the greatest safety problems are:

- a. Northside Drive (US19/29)
- b. James P. Brawley Dr.
- c. Joseph E. Lowery Blvd.
- d. Mayson Turner Rd./Troy St.
- e. Chappell Rd.
- f. West Lake Ave.
- g. Anderson Ave.
- h. Hamilton E. Holmes Dr. (SR 280)

**RESULTS:**

A	B	C	D	E	F	G	H
8	5	11	7	8	5	6	8

13. When you drive in the community, the intersection along Simpson Rd with the greatest safety problems are:

- a. Northside Drive (US19/29)
- b. James P. Brawley Dr.
- c. Joseph E. Lowery Blvd.
- d. Mayson Turner Rd./Troy St.
- e. Chappell Rd.
- f. West Lake Ave.
- g. Anderson Ave.
- h. Hamilton E. Holmes Dr. (SR 280)

**RESULTS:**

A	B	C	D	E	F	G	H
8	6	8	7	6	8	3	7